



Quick Notes

from the Idaho Office of Highway Safety November 20, 2012

Mark your calendar for the **Highway Safety Summit** in Coeur d'Alene, ID on **May 1-2, 2013**.

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
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Fatalities for 2012 = 169

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

On November 29, 2012 over 100 highway safety partners will meet in an all-day workshop to start the creation of Idaho's next Strategic Highway Safety Plan. Our initiative of "Toward Zero Deaths, Every Life Counts" will focus on Idaho's highway safety challenges and the creation of strategies to eliminate traffic deaths, serious injuries, and the economic losses associated with preventable traffic crashes. This is our goal.

The workshop will update our Strategic Highway Safety Plan (SHSP) to better reflect current safety challenges and effective solutions. Our valuable highway safety partners will include engineers, law enforcement, emergency services providers, educators, insurance providers, prosecutors, probation, military, public health, the commercial vehicle industry, and individual advocates. These partners will participate on one of eleven Emphasis Area Teams to develop the strategies and action steps to reach our goal. In the end, the SHSP becomes a comprehensive plan that includes a goal, emphasis areas, strategies and measurable outcomes.

The guiding principles are:

Data-driven decisions - Return on investment is maximized by thoroughly studying all pertinent data, including best practices garnered from others to make the best investment decisions possible.

Culture Change - Cultural change is promoted to instill that it is socially unacceptable for Idahoans to make the choice to drive distracted, impaired or aggressively. The idea that traffic deaths are "just part of life" in Idaho is a misperception.

Commitment – Stay the course! Commitment is needed by our most critical highway safety partner, the driver, to maximize efforts to save lives and keep families whole.

Partnerships – Cross-cutting highway safety partnerships are necessary and critical for success. These partnerships multiply the message and commitment.

Evaluation – Systematic review of progress is necessary to gauge the return on investment. Self- reflection is the catalyst that allows a better future.

November 29 will be a time to reflect on achievements made and to celebrate success. This will prove to be an exciting day as we all renew our focus and energies "Toward Zero Deaths" in Idaho.

Brent Jennings, PE
Highway Safety Manager
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Your family is expecting you.



**BUCKLE UP
AMERICA**
Every Trip. Every Time.

Early Estimate of Motor Vehicle Traffic Fatalities for The First Half (January–June) of 2012

A statistical projection of traffic fatalities for the first half of 2012 shows that an estimated 16,290 people died in motor vehicle traffic crashes. This represents an increase of about 9.0 percent as compared to the estimated 14,950 fatalities that occurred in the first half of 2011, as shown in Table 1. Preliminary data reported by the Federal Highway Administration (FHWA) shows that vehicle miles traveled (VMT) in the first six months of 2012 increased by about 15.6 billion miles, or about a 1.1-percent increase. Also shown in Table 1 are the fatality rates per 100 million VMT, by quarter. The fatality rate for the first six months of 2012 is estimated to increase to 1.12 fatalities per 100 million VMT as compared to 1.04 fatalities per 100 million VMT during the first six months of 2011.

[Traffic Safety Facts DOT HS 811 680 September 2012](#)



WHALE Program Helps Emergency Responders Identify and Rescue Children in Car Crashes

Emergency service providers across Idaho have a new tool available to help identify small children involved in motor vehicle crashes. The WHALE program "We Have A Little Emergency" provides instant identification of a child in a child passenger seat in the event that an adult in the car is injured and unable to talk.

The WHALE identification card gives emergency personnel information to identify young children involved in a crash. Sometimes, just knowing a child's name can help rescue workers comfort young patients. Rescue workers can refer to an identification card attached to the safety seat and find the child's name, medical information and whom to contact in case of emergency. Stickers affixed to car windows and the safety seat also alert emergency workers that the child's information is close at hand.

The Idaho Transportation Department recommends that parents and caregivers have one WHALE kit for each child passenger seat in the vehicle. Each kit includes:

- An identification card/sticker – containing a space for a photograph of the child, and important information about the child in the safety seat, such as the child's name, date of birth, pertinent medical information, and whom to contact in an emergency,
- 2 WHALE stickers – featuring the WHALE logo, to be attached to each side of the child safety seat
- 2 WHALE vinyl cling stickers – featuring the WHALE logo, to be attached to the lower rear corner of the vehicle's windows.

For more information on distribution points or to get a WHALE kit, contact Lisa Losness, ITD Office of Highway Safety, at (208) 334-8103 or Lisa.Losness@itd.idaho.gov.

Alive at 25

Madison County Sheriff's Officers were able to recommend the Alive at 25 class to teenagers involved in a recent crash. The class focuses on risky behaviors and decision-making, and raising traffic safety awareness. Read more http://www.rexburgstandardjournal.com/news/car-goes-into-canal-near-archer/article_d18cf772-314a-11e2-8249-0019bb2963f4.html



Below are the agencies that are participating in Overtime and Equipment Incentive for the November 17-27, 2012 Impaired Driving Mobilization

REGION 1	REGION 2	REGION 3	REGION 4	REGION 5	REGION 6
ISP	ISP	ISP	ISP	ISP	ISP
POST FALLS	KAMIAH	BOISE PD	BELLEVUE	MONTPELIER	IONA
RATHDRUM	NEZ PERCE CSO	CASCADE	FILER	POCATELLO	REXBURG
SHOSHONE CSO	OROFINO	FRUITLAND	GOODING PD	SHELLEY	RIGBY
KOOTENAI CSO	MOSCOW	GARDEN CITY	HAILEY	BANNOCK CSO	UCON
SPIRIT LAKE	LEWISTON	PAYETTE PD	HEYBURN	BEAR LAKE CSO	BONNEVILLE CSO
PRIEST RIVER	IDAHO CSO	BOISE CSO	JEROME PD	BINGHAM CSO	CUSTER CSO
PONDERAY	CLEARWATER CSO	CANYON CSO	RUPERT		JEFFERSON
COEUR D' ALENE		OWYHEE CSO	JEROME CSO		MADISON CSO
BONNERS FERRY		VALLEY CSO	TWIN FALLS CSO		CLARK CSO
		ADA CSO	MINIDOKA CSO		ST. ANTHONY
		WILDER			FREMONT CSO
		PARMA			TETON CSO
		NAMPA			IDAHO FALLS PD
		KUNA			
		MERIDIAN			

Deer and Elk Collision Study at Wood River High School

Published on Nov 3, 2012

Mr. Cey's Physics class at Wood River High School investigated what it means to drive safely. Using Physics, the class calculated if the current speed limit of 55 mph was a safe traveling speed at night. Their subject area was the animal corridor on highway 75 between Hailey and Ketchum. This video summarizes their findings.

http://www.youtube.com/watch?feature=player_detailpage&v=-ZotOXz2ifs

Schools are taking a stand to raise traffic safety awareness

School administrators in some states have students attend the Alive at 25 class to receive a parking permit.

Beaufort High School in South Carolina implemented the requirement after two students were killed and another seriously injured in a crash. The state has experienced a significant reduction in 15-24 year old fatalities, which may have helped in achieving the reduction. Read more

<http://apps.itd.idaho.gov/Apps/MediaManagerMVC/NewsClipping.aspx/Preview/65906>

And Now, For Something Completely Different...

VIDEO: "After Sandy: Two-Wheeled Commute"

by Erik Olsen

"In the wake of Hurricane Sandy and the unprecedented problems with public transportation, some commuters have chosen a different kind of transport: the two-wheeled, human-powered kind."

<http://nyti.ms/XhyPRs>

<http://www.nytimes.com/video/2012/11/02/nyregion/100000001880180/after-sandy-two-wheeled-commute.html#100000001880180>

Rules of the Road are all about Relationships!

As many of us head out this Thanksgiving, please remember that the rules of the road exist to keep relationships alive – with our children, with parents, with brothers and sisters, with friends. Safe driving is all about our relationships with everyone else on the road – each person we pass on the road, as well as those in our own vehicle, is loved by many. So let's commit to:

- Observe the speed limit, and slow in the presence of children at play, cyclists, pedestrians, and when weather dictates we do so.
- Observe stop signs, stop lights, and all other traffic signs and signals.
- Practice safe space management – **It's Not A Race! Create Space®**
- Hang up and drive, help keep everyone alive (this includes hands-free devices)
- Buckle up everyone, every trip, no matter how short the distance

In short, **Be Aware!** Drive With Care® this Thanksgiving Weekend, and beyond.

From the KKAD25 (Keep Kids Alive Drive 25) Newsletter

Aggressive Driving Project

Aggressive driving is generally understood to mean driving actions that markedly exceed the norms of safe driving behavior, and puts other road users at risk. Across the nation there has been little progress made in reducing speed involved crashes, despite success in other emphasis areas like impaired and occupant protection. In Idaho, aggressive driving was a contributor in 1 out of 2 crashes, higher than the national average where it's 1 out of 3 crashes. Traffic enforcement combined with community based education and public awareness efforts have been proven effective at reducing aggressive driving crashes.

The City of Nampa has had 2,087 aggressive driving crashes during the years 2009-2011. There were 380 following-too-close crashes during the same years, with 49.21 percent resulting in injury. Beginning in November, the OHS will work with the Nampa PD to implement a community based aggressive driving enforcement and education project that focuses on high crash locations within the city. Nampa PD will purchase radar equipment that allows them to measure the distance between vehicles for following- too –close. As part of the project they will conduct training for prosecutors and judiciary on the parameters employed to cite violators.

Billboards with aggressive driving messages will be placed at locations where follow-too-close crashes are occurring. Community awareness efforts will include media outreach and encouraging more young drivers to attend Alive @ 25 training. Nampa PD will track all citations including each category of aggressive driving (follow-too-close, speed, failure to yield, failure to obey signs and too fast for conditions) citations, age of violators, and whether they have taken Alive @ 25 training. If your agency is interested in undertaking a similar project please contact: Josephine O'Connor joconnor@itd.idaho.gov

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description, Location
Nov 21	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
Nov 26	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Nov 17 – 25	Impaired Driving Traffic Enforcement Mobilization
Nov 29	Alive at 25 , Orofino Police Dept., www.idsafedriver.org



Nov 30	Alive at 25 , Nampa Police Dept., www.idsafedriver.org
Dec 1	Alive at 25 , Meridian Police Dept., www.idsafedriver.org

Dec 1	Alive at 25 , Cassia County Sheriff's Office, www.idsafedriver.org
Dec 8	Alive at 25 , Moscow Middle School, www.idsafedriver.org
Dec 8	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Dec 10	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Dec 15	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Dec 15	Alive at 25 , Nampa Police Dept., www.idsafedriver.org
Dec 15	Alive at 25 , Canyon Ridge High School, www.idsafedriver.org
Dec 17	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Dec 17 – Jan 2	Impaired Driving – Statewide Traffic Enforcement Mobilization
Dec 29	Alive at 25 , Nampa Police Dept., www.idsafedriver.org
2013	HAPPY NEW YEAR
Jan 7	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Jan 19	Alive at 25 , Twin Falls Lighthouse Christian Fellowship, www.idsafedriver.org
Jan 25	Alive at 25 , Cascade School District, www.idsafedriver.org
Feb 8 – 17	Seat Belt – Statewide Traffic Enforcement Mobilization
March 10 – 18	Impaired Driving – Statewide Traffic Enforcement Mobilization
April 5-14	Aggressive Driving – Statewide Traffic Enforcement Mobilization
May 1-2, 2013	HIGHWAY SAFETY SUMMIT – Coeur d'Alene, Idaho
May 20 – June 2	Seat Belt – Statewide Traffic Enforcement Mobilization
June 29 – July 12	Impaired Driving – Statewide Traffic Enforcement Mobilization
July 19 – Aug 4	Aggressive Driving – Statewide Traffic Enforcement Mobilization
Aug 7-12	Bicycle/Pedestrian – Statewide Traffic Enforcement Mobilization
Aug 25 – Sept 8	Impaired Driving – Statewide Traffic Enforcement Mobilization

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2011 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriiving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving	http://itd.idaho.gov/ohs/Aggressive.htm	http://www.nhtsa.gov/Aggressive
Motorcycles	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior/Mature Drivers		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept